

Agricultural Sales and Marketing

Course Description: The course introduces students to the different types of agricultural businesses found in local communities and the skills businesses are looking for in employees. Students will enhance skills and techniques utilized in agricultural Sales and Marketing agreements to meet the needs of consumers and employers.

Recommended Prerequisites: Agriscience or Principles of Agricultural Sciences

Recommended Credit: 1

Recommended Grade Level: 10th, 11th or 12th

Course Codes: (2009-2010) A10 – 5103 or A12 – 5153
(2010-2015) A12 – 5153

Agricultural Sales and Marketing

Standard 1.0

Analyze different types of business ownership.

Standard 2.0

Analyze employee/employer responsibilities necessary to maintaining a successful career and business in agriculture.

Standard 3.0

Specify and use effective communication skills needed to develop positive working relationships in agricultural careers.

Standard 4.0

Illustrate principles used to make a sale to potential customers.

Standard 5.0

Apply principles of financial recordkeeping, inventory control and money handling.

Standard 6.0

Utilize basic computer operating programs and systems available to small business owners.

Standard 7.0

Evaluate the various functions of marketing and career opportunities.

Standard 8.0

Demonstrate premier leadership and personal growth needed for careers in agricultural sales and service.

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Standard 1.0

Analyze different types of business ownership.

Learning Expectations and Performance Indicators:

- 1.1 Compare the advantages and disadvantages of various types of business organizations.
- 1.2 Compare ownership options related to agricultural capital and operational expenses.
- 1.3 Evaluate variables that contribute to a business' success or failure.
- 1.4 Assess labor and employment laws associated with agribusiness'.
- 1.5 Compare agencies used to obtain resources to start a business.

Standard 2.0

Analyze employee/employer responsibilities necessary to maintaining a successful career and business in agriculture.

Learning Expectations and Performance Indicators:

- 2.1 Prescribe safety practices for various agricultural businesses.
- 2.2 Evaluate and explain the need for worker benefits, taxes and insurance.
- 2.3 Evaluate regulations affecting the employer/employee relationship.
- 2.4 Assess legal and ethical standards that should be adhered to by employees.

Standard 3.0

Specify and use effective communication skills needed to develop positive working relationships in agricultural careers.

Learning Expectations and Performance Indicators:

- 3.1 Evaluate principles used for positive customer service and customer satisfaction.
- 3.2 Outline appropriate verbal and written skills used in an agribusiness setting.
- 3.3 Utilize good problem-solving skills to arbitrate employee conflicts.
- 3.4 Determine the characteristics of a successful employee in an agricultural career.
- 3.5 Assess the benefits of setting sales goals.

Standard 4.0

Illustrate principles used to make a sale to potential customers.

Learning Expectations and Performance Indicators:

- 4.1 Examine and explain the attributes of an effective salesperson.
- 4.2 Evaluate the steps used in making a sale.
- 4.3 Evaluate the relationship between product knowledge and making a sale on that product.
- 4.4 Analyze methods for closing a sale.

Standard 5.0

Apply principles of financial recordkeeping, inventory control and money handling.

Learning Expectations and Performance Indicators:

- 5.1 Examine and explain control measures used for maintaining appropriate inventories.
- 5.2 Demonstrate procedures for handling money (cash, checks, credit cards, etc.).
- 5.3 Evaluate and explain ordering procedures and the use of purchase orders to keep up with the demands of consumers.
- 5.4 Assess and explain methods of pricing merchandise.
- 5.5 Prescribe the components of financial recordkeeping.
- 5.6 Prescribe methods of basic accounting procedures used in a business.

Standard 6.0

Utilize basic computer operating programs and systems available to small business owners.

Learning Expectations and Performance Indicators:

- 6.1 Examine financial software available to business owners.
- 6.2 Utilize databases and word processing programs to communicate with customers.
- 6.3 Evaluate the use of a spreadsheet for storing and presenting information.
- 6.4 Evaluate explain the role of the use of electronic commerce.

Standard 7.0

Evaluate the various functions of marketing and career opportunities.

Learning Expectations and Performance Indicators:

- 7.1 Examine marketing functions and related activities.
- 7.2 Research marketing and selling of agricultural products.
- 7.3 Categorize opportunities available for a career in marketing.
- 7.4 Analyze the importance of communication skills in marketing.
- 7.5 Examine the types of promotions in marketing and management.
- 7.6 Demonstrate the selling process and techniques used in marketing and management.
- 7.7 Differentiate between different types of advertising media.

Standard 8.0

Develop premier leadership and personal growth needed for careers in agricultural sales and service.

Learning Expectations and Performance Indicators:

- 8.1 Compare the National FFA Code of Ethics to ethics required by industry.
- 8.2 Evaluate techniques used to present information to groups.
- 8.3 Evaluate student organizations participating in fundraising activities.
- 8.4 Develop a supervised agricultural experience program from a sales or service project.